

# ABSTRACT

**Title of thesis:** *BUILDING OF SUCCESSFUL BRAND AND ITS PERSONALITY ON THE EXAMPLE OF NIKE*

**Objectives:** The first objective of this work is to chart the process of building sports brand Nike since its inception to the present and to identify factors of its success. The second objective is to use brand personality research to get a picture of Nike brand personality from public view.

**Methods:** In thesis was used the method of descriptive analysis and the questionnaire survey method. Descriptive method of analysis was applied to the analysis of documents in order to identify success factors in building the Nike brand and the survey method was used in the Nike brand personality research.

**Results:** Was found that the success of the company Nike led some general and some very specific factors that make Nike missed its competitors. As the results of the Nike brand personality research was obtained her picture from the perspective of the public and was revealed several factors acting negatively on the quality of personality Nike brand.

**Keywords:** brand building, brand personality, Nike